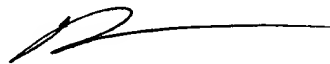In re: Nguyen et al.
Serial No. 09/207,945
Filed: December 9, 1998
Page 8

claimed inventions and the rejections in view of Chan should be withdrawn. Inasmuch as all of the rejections are based on Chan, no rejections remain of record and these claims are therefore allowable. The remaining pending claims each depend from one of Claims 1, 9, 13, 20, 28, 32, 39, 47 and 51, and are therefore allowable as well for at least the foregoing reasons.

Conclusion

Applicants submit that the present application is in condition for allowance and the same is earnestly solicited. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,

David D. Beatty
Registration No. 38,071
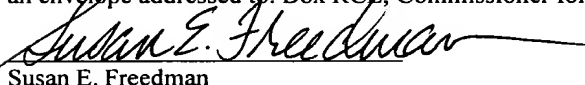
Correspondence Address

20792
PATENT TRADEMARK OFFICE

VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the Claims:

The claims have been amended as follows:

1.   **(Twice amended)** A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique [, non-URL] identifier associated therewith, wherein the unique [, non-URL] identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique [, non-URL] identifier associated with the content object included within the generated Web page.

9.   **(Twice amended)** A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique [, non-URL] first and second identifiers associated therewith, wherein the unique [, non-URL] first and second identifiers are generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout template to produce the requested Web page;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the first and second unique [, **non-URL**] identifiers associated with the first and second content objects included within the generated Web page.

13.   **(Twice amended)** A method of collecting information about the preferences of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique [, **non-URL**] identifier associated therewith, wherein the unique [, **non-URL**] identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique [, **non-URL**] identifier associated with the content object included within the generated Web page.

20.   **(Twice amended)** A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique [, **non-URL**] identifier associated therewith, wherein the unique [, **non-URL**] identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique [,
non-URL] identifier associated with the content object included within the generated Web
page.

28.   (Twice amended) A system for associating dynamically generated
Web page content with a user who requests a Web page from a Web server, wherein the user
makes the Web page request via a Web client in communication with the Web server,
comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web
page includes first and second content objects having respective unique [, non-URL] first and
second identifiers associated therewith, wherein the unique [, non-URL] first and second
identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page,
wherein the layout template defines how content objects are displayed within
the requested Web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the
layout template to produce the requested Web page;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the first and
second unique [, non-URL] identifiers associated with the first and second content objects
included within the generated Web page.

32.   (Twice amended) A system for collecting information about the
preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a user
who requests a Web page from a Web server via a Web client in communication with the
Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique [, non-URL] identifier associated therewith, wherein the unique [, non-URL] identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique [, non-URL] identifier associated with the content object included within the generated Web page.

39.　　**(Twice amended)** A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique [, non-URL] identifier associated therewith, wherein the unique [, non-URL] identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique [, non-URL] identifier associated with the content object included within the generated Web page.

47.　　**(Twice amended)** A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web

server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique **[, non-URL]** first and second identifiers associated therewith, wherein the unique **[, non-URL]** first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique **[, non-URL]** first and second identifiers associated with the first and second content objects included within the generated Web page.

51.   **(Twice amended)** A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique [, non-URL] identifier associated therewith, wherein the unique [, non-URL] identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique [, non-URL] identifier associated with the content object included within the generated Web page.